



## Minnesota State Retirement System

### RFP 78 Public Relations and Consulting Services - Questions & Answers

#	QUESTION	ANSWER
1	Can firms outside of Minnesota can respond to the Public Relations and Consulting Services RFP?	Yes.
2	What is the budget range?	Estimated \$75,000 annually.
3	Please confirm that you want responses emailed AND submitted in paper format.	Yes. See RFP Page 3, Section 1, STEP 3 –SUBMIT YOUR RESPONSE
4	On page 5 of the RFP, you list one of the goals as “ensuring MSRS has the opportunity to define itself on its own terms, rather than being defined by others.” Can you say more about who you’re referring to when you say “others?”	Others could be any individual or group. These individuals or groups may not have an understanding of pensions, how they work, how they are funded etc. It could also be another plan provider that offers competing defined contribution plans to public employers. The goal is to have external assistance to explain the value proposition of pensions and retirement savings in plain language and avoid jargon.
5	On page 6 of the RFP under Scope of Work, you mention misinformation or misunderstanding about MSRS. Could you elaborate or share an example?	An example of misinformation includes inaccuracies regarding the cost effectiveness of a defined benefit retirement plan.
6	In the same section, you also mention “channels to reach a diverse audience.” How are you defining “diverse?” Are you referring to ethnic/racial diversity? Age? Geography?	Diverse is referring to ethnic/racial diversity, age, geography, socioeconomic and other differences among our retirement plan participants and staff.

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7	Who are your primary audiences and what do you know about them? Have you done any audience/opinion research?	<p>Primary audiences are the participants in our retirement plans, including both active employees and retirees. Information about the MSRS retirement plans can be found on our website - <a href="https://www.msrs.state.mn.us/">https://www.msrs.state.mn.us/</a></p> <p>We have surveyed our membership. We have not done opinion research.</p>
8	In the same section, you reference “spokesperson training.” Who currently represents MSRS as a spokesperson? Has that person/have those people been trained before?	The MSRS Executive Director is the MSRS spokesperson. Yes, spokesperson training has been provided.
9	In that same section, you reference “crisis communication advice.” Does MSRS have a crisis plan? Are you anticipating a crisis, and if so, what can you tell us about that?	MSRS has a business continuity plan that includes communications. We are not anticipating a crisis, but plan for such situations.
10	Why is MSRS issuing this RFP now?	The contract with our current vendor has reached the state’s five-year maximum term.
11	What is the main problem we’re trying to solve?	The goal is to augment communications staff with external expertise.
12	Has MSRS worked with a PR firm before?	Yes.
13	We see on your website that you do an annual report and newsletters, and that you’re on X (“Twitter”). How do you currently measure the effectiveness of those communication channels? Are there other types of communications that you want to measure?	<p>We also use GovDelivery and mailed newsletters to communicate with members, potential members, and employers.</p> <p>There is some data gathered for electronic delivery of information.</p>
14	What can you tell us about the MSRS design and publications team?	The MSRS design and publications team consists of the Executive Director, a Director of Stakeholder Communications, and three staff for marketing, content and communications. Three of those four positions above are currently in development.

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15	If the firm you hire is successful, what will happen between 4/15/24-4/14/26? What will be different? What will happen during that time that will make you want to extend the contract?	The firm will assist MSRS with the development of additional social channels to connect with our audiences and provide ongoing support for communication efforts. They may provide consultation and expertise on modernizing and measuring the effectiveness of communication efforts.
16	Who will be our primary point of contact? The RFP references “MSRS’s Executive Director and other MSRS staff” (2.2). The RFP also asks us to “Identify the level of MSRS’s participation in the contract, as well as any other services to be provided by MSRS, and details of cost allowances for this participation.” We see administrative staff on your website, but we also know you have multiple offices. Will our work be mainly with the administrative staff? Will there be any need to travel, or will work be mainly with your St. Paul headquarters?	See Question 14 regarding the MSRS communications team, which would be the point of contact. The work will occur in St. Paul.
17	Do you have a budget range in mind? There are references to contracts over \$100,000 and \$500,000, so it would be good to know what types of resources you have allocated to this campaign.	See Answer number 2.
18	The sample contract includes language that says, “The State may immediately terminate this Contract if it does not obtain funding from the Minnesota Legislature, or other funding source.” Do you have funding for this work or no?	This is standard, State of Minnesota language that is in all Professional/Technical Contracts. MSRS has funding for these services.